prison entrepreneurship program

Business Plan Competition
October 30, 2026

Kirby Transport

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Kirby Transport

Business Plan
October 2026

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EXECUTIVE SUMMARY – KIRBY TRANSPORT

Opportunity

- There are not enough experienced hotshot owners up in the industry
- Multi-million-dollar industry Able to cut down the fatality rates with our experience

Purpose

- To offer reliable, responsive transportation services
- To become one of the industries #! Hotshot companies
- Become industry recognized for proper transportation

Solution

- Extreme with everything we do
- Strive to achieve excellence and stand behind everything we do
- Innovation

Customers

- Construction
- Oilfield carrier
- Industrial shippers/ heavy equipment and all cargo freight

Differentiators

- Have a perfect safety record
- Never had a damaged or late load
- We will offer priority to our repeated commercial clients

Extras

- 17 years of experience
- Variety of dedicated customers we can haul for
- Have the correct equipment to do the job

Marketing

- Direct customer relationships/contracts
- Register with major boards
- Facebook, google, websites and word of mouth

Start-up Costs

Owner Contribution (Cash only)	$	20,000
Equipment & W/C Loans	$	100,000
Total Sources	$	120,000
Office equipment	$	-
Field equipment	$	65,000
Start up expenses	$	13,720
Working Capital (W/C)	$	41,280
Total Uses	$	120,000

Financials

Revenue	$	420,000	100.0%
COGS	$	48,000	11.4%
Gross Profit	$	372,000	88.6%
Operating Expenses	$	104,640	24.9%
EBITDA	$	267,360	63.7%

LEADERSHIP STATEMENT

CEO/COO:

Russel is a highly motivated and passionate individual who has over 17 years of experience in the trucking industry. He has hauled everything you can possibly think of. He holds a class A commercial driver's license with a tanker and hazmat endorsement. He is recognized as a strong leader who exceeds customers' expectations. He carries a can and will-do attitude as well as problem solving skills. No task is too big or too small. He is a very detailed-oriented and organized individual who carries himself in such manner.

CFO:

Matthew has 15 years of experience starting and running landscape companies. He has overseen crews of two to four people on a day to day basis. He has great leadership qualities and organizational skills. After graduating high school and starting the landscape company, he completed a small engine course and has spent 10 years of mechanic work on farm and roadwork equipment as well as automotive.

CMO:

Dakota is a very dependable hard worker. He knows how to get the job done and is a man of many skills. He also possesses a great work ethic with his team members. He also has a certification in telecommunications technology. He knows how to fix and install CAT5 and CAT6 for high speed internet. He also is not scared to ask for help and is open to learn anything he possibly can.

PRODUCT/SERVICE OFFERING

Kirby Transport is a family owned hot shot trucking company that will be based out of Tyler, Texas. We will be committed to serving the trucking industry as well as our customers to the best of our ability. With over 17 years of experience in the industry we have the knowledge to provide our customers with the best possible service along with unbelievable rates that will be made possible through our efficiency and expertise. Our hot shot services will make up 100% of our total revenue. Our target customers will be various oilfield companies that needed their equipment on location yesterday. We plan to be open for business and operational by the summer of 2028. We will have all of our rigs, drivers and logs up to date with all inspections and permitting required to operate not only legally, but safely as well. We plan to be able to respond rapidly to all of our customers' needs through our dispatch that will be available 24/7. We plan to develop a close working relationship with all of our clientele.

MARKET, COMPETITION, DIFFERENTIATION

Market:

Our market is the transportation industry. Specifically, we will specialize in hot shot expedited freight transportation. Our loads will consist of oil field tools, hazmat chemicals, storage containers, heavy equipment and basic freight.

Competition:

Our biggest direct competitor will be southern transport and local owner operators. Our indirect competition will be hot shot companies from the Dallas and Houston regions.

Differentiation:

Our plan to differentiate is by being reliable, responsive, flexible and most importantly personal. When a customer calls they won't have to go through multiple departments like at large companies. They will have direct communication with the person handling their load. We will pride ourselves on reliability rather than simply being the cheaper company.

MARKETING STRATEGY

Price:
Our standard pricing is based on an industry average of $3.50 per mile and 500 miles per day. That rate may fluctuate with the cost of fuel. Some loads won't be standard deliveries so they will be priced depending on the mileage needed to deliver. Rates may change to reflect major increases in market standards and product demands.

Place:
We will be based out of Tyler, Texas and operate in 500-mile radius around our headquarters. We will consider opening a West Texas hub but not until we have established a successful operation in the Tyler area.

Promotion:
Our promotions will consist of word of mouth advertising but most of our work will come from dispatching services and load board companies. We will promote our brand through Facebook and other social media platforms.

VISION AND OBJECTIVES

Our goal here at Kirby Transport is to be one of the industries #1 hotshot trucking companies. Based out of Tyler, Texas. With our 17 years of experience in the industry, we understand why a load is time sensitive. We pride ourselves on customer service and going above and beyond for them. We specialize in hotshot and expedited cargo freight transportation.

First Year:
We will focus on building long term direct relationships throughout the trucking industry and establish Kirby Transport as a name companies can call when they want the job done quickly and professionally.

Third Year:
We hope to have added another truck and trailer which will double our sales revenue. We will also have our own personal bookkeeper.

Fifth Year:
We plan on having up to four trucks running around the block, our own personal dedicated dispatcher who will be available 24/7 to answer all of our customer's calls, and we plan on having our own coffee shop with our own personal mechanic to do all in-house maintenance.

Tenth Year:
Our hopes are to have a coffee shop out in West Texas to take advantage of the oil and gas boom, serving various oilfield companies in that area along with an additional five trucks and trailers.

Philanthropy:
Here at Kirby Transport, we will be a part of the Sharron Shriners organization, donating a small percentage of our revenue annually. We also plan on donating 1,000 hams and turkeys to the Red Cross Foundation every Thanksgiving and Christmas for less fortunate families.

FINANCIAL SUMMARY

Input | Calculation

Revenue Model For One Unit (First)			
Sales Revenue	=	$ 1,750.00	per unit
Cost of Goods Sold	=	$ 200.00	per unit
Gross Profit	=	$ 1,550.00	per unit
GP %	=	88.6%	

Units Sold Each Month: 20

Monthly Revenue Model (First)		
Sales Revenue	=	$ 35,000
Cost of Goods Sold	=	$ 4,000
Gross Profit	=	$ 31,000

Revenue Model For One Unit (Second)			
Sales Revenue	=		per unit
Cost of Goods Sold	=		per unit
Gross Profit	=	$ -	per unit
GP %	=	#DIV/0!	

Monthly Revenue Model (Second)		
Sales Revenue	=	$ -
Cost of Goods Sold	=	$ -
Gross Profit	=	$ -

Revenue Model For One Unit (Third)			
Sales Revenue	=		per unit
Cost of Goods Sold	=		per unit
Gross Profit	=	$ -	per unit
GP %	=	#DIV/0!	

Monthly Revenue Model (Third)		
Sales Revenue	=	$ -
Cost of Goods Sold	=	$ -
Gross Profit	=	$ -

Revenue Models Include:

1. Average of 500 load miles a day at a price of $3.50 per mile.
2
3

Ask:	$100k at 15% over a 3-year period.

START-UP COSTS

Sources of Capital		
Owner Cash Contributio		$ 20,000
Loan(s)		$ 100,000
Total		$ 120,000

Uses of Capital	From	
Computer/Printer/Desk	Loan	$ -
Field Equipment 2	Loan	$ 50,000
Field Equipment 3	Loan	$ 15,000
Field Equipment 4	Loan	$ -
Field Equipment 5	Loan	$ -
Registration & Permits	W/C	$ 2,000
Insurance Deposit	W/C	$ 10,000
Marketing & Website	W/C	$ 620
Inventory/Supplies	W/C	$ 1,100
Working Capital Reserve	W/C	$ 41,280
Total		**$ 120,000**

Monthly Operating Expenses	
Loan Payments	$ 2,500
Advertising/Marketing	$ 620
Phone/Internet	$ 150
Rent	$ -
Utilities	$ -
Vehicle Lease or Payments	$ 1,000
Gasoline	$ 3,400
Vehicle Insurance	$ 250
General Liability Insurance	$ 300
Accounting Tax Preparation	$ 500
Total	**$ 8,720**

Monthly Income Statement (A)		
Revenue	$ 35,000	100.0%
COGS	$ 4,000	11.4%
Gross Profit	$ 31,000	88.6%
Operating Expenses	$ 8,720	24.9%
EBITDA	$ 22,280	63.7%

Yearly Income Statement (A)		
Revenue	$ 420,000	100.0%
COGS	$ 48,000	11.4%
Gross Profit	$ 372,000	88.6%
Operating Expenses	$ 104,640	24.9%
EBITDA	$ 267,360	63.7%

(A) - Cash Basis

EBITDA- Earnings Before Interest, Taxes, Depreciation & Amortization

Sources and Uses	
Owner Contribution (Cash only)	$ 20,000
Equipment & W/C Loans	$ 100,000
Total Sources	$ 120,000
Office equipment	$ -
Field equipment	$ 65,000
Start up expenses	$ 13,720
Working Capital (W/C)	$ 41,280
Total Uses	$ 120,000